

March 04, 2026

To
BSE Limited
Listing Department
Phiroze Jeejeebhoy Towers, Dalal
Street Fort, Mumbai -400001
Scrip Code: 544614

To,
National Stock Exchange of India Limited
Listing Department
Exchange Plaza , Bandra Kurla Complex
Bandra (East), Mumbai -4000051
Symbol: CAPILLARY

Dear Sir/Madam,

Subject: Announcement under Regulation 30 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press/Media Release.

In compliance with Regulation 30 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), please find enclosed herewith a copy of the Press Release titled: **“Capillary Technologies Secures Five-Year, ~USD 20 Million Strategic Deal with One of the Largest Retailers in the United States and a Fortune 50 Company”**

The announcement will also be available on the website of the Company at <https://www.capillarytech.com/investors/shareholder-information/corporate-announcements/>

We request you to take the above information on records.

Yours faithfully,

For Capillary Technologies India Limited

Gireddy Bhargavi Reddy
Company Secretary and Compliance Officer
Membership No. A17091
Place: Bengaluru

Capillary Technologies India Limited

CIN- L72200KA2012PLC063060
Regd. Office - 360, bearing PID No: 101, 360, 15th Cross Rd, Sector 4,
SR Layout, Bengaluru, Karnataka 560102
Email: secretarial@capillarytech.com
Website: www.capillarytech.com
Tel: 080-41225179



Capillary Technologies Secures Five-Year, Strategic Deal with One of the Largest Retailers in the United States and a Fortune 50 Company to implement Loyalty+ and aiRA

Bengaluru, Karnataka - Mar 4, 2026

Capillary Technologies, a global leader in AI-powered loyalty and customer engagement solutions, today announced that one of the largest retailers in the United States and a Fortune 50 company has selected Capillary as its strategic partner to modernize its loyalty and customer engagement ecosystem under a five-year agreement with a total contract value of more than \$20mn.

As part of this engagement, Capillary will support the retailer in advancing its customer engagement and loyalty capabilities through intelligent, AI-driven decisioning. The partnership will focus on:

- **Enhanced Personalization & Engagement** – Delivering relevant and contextual customer experiences
- **AI-Driven Offer Optimization (aiRA)** – Improving promotional effectiveness and efficiency through intelligent decisioning and targeting
- **Real-Time Customer Intelligence** – Enabling dynamic and behavior-driven interactions across channels

Through Capillary’s AI-powered platform, the retailer will be able to:

- Deliver personalized and relevant customer experiences
- Enhance member engagement and lifecycle value
- Improve promotional effectiveness and efficiency using aiRA’s AI-driven decisioning
- Enable real-time, data-driven marketing and loyalty strategies

Executive Quote – Capillary Technologies

“We are thrilled to partner with one of the most respected retail organizations in the United States and the world on this strategic initiative,” said Aneesh Reddy, Founder and CEO of Capillary Technologies. “By integrating our AI-powered aiRA engine with their extensive national footprint, we are set to redefine how brands connect with customers in the healthcare and retail space. This partnership underscores Capillary’s commitment to delivering hyper-personalized, scalable loyalty solutions that drive measurable business outcomes and foster deep, long-term customer relationships through real-time, data-led intelligence.”

Capillary Technologies will leverage its expertise in AI-driven loyalty, customer engagement, and data-led decisioning to help the organization drive deeper customer relationships, enhance loyalty experiences, and improve marketing effectiveness. The platform will enable more intelligent, personalized, and measurable customer interactions at scale.

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About Capillary Technologies India Ltd:

Founded in 2012, Capillary Technologies India Limited, a software product company offering artificial intelligence (AI)-based cloud-native Software-as-a-Service (SaaS) products and solutions primarily to enterprise customers globally to develop loyalty of its consumer and channel partners. The Company is among one of the few players in the loyalty management space that offer end-to-end loyalty solutions. Its diversified product suite, which includes its advanced loyalty management platform (Loyalty+), connected engagement platform (Engage+), predictive analytics platform (Insights+), rewards management platform (Rewards+) and customer data platform (CDP) allows its customers to run end-to-end loyalty programs, get a comprehensive view of consumers and offer unified, cross-channel strategies that deliver a real-time omni-channel, personalized, and consistent experience for customers. The Company serves 115 customers including 20 Fortune 500 customers across 47 countries with the aim that businesses build consumer value using Company's innovative solutions. For more information, please visit www.capillarytech.com

Media Contact**Capillary Technologies**

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